

Message Text

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ACTION TRSE-00

INFO OCT-01 EA-07 ISO-00 NEA-10 IO-13 AID-05 CIAE-00

COME-00 EB-08 FRB-03 INR-07 NSAE-00 USIA-06

XMB-02 OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05

SS-15 STR-04 CEA-01 L-03 H-01 PA-01 PRS-01

AGRE-00 /104 W

-----110221 120240Z /15

P R 112357Z AUG 77

FM AMEMBASSY MANILA

TO SECSTATE WASHDC PRIORITY 3630

INFO AMEMBASSY TOKYO

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USADB

FOR NAC AGENCIES

E.O. 11652: NA

TAGS: EAID, EFIN

SUBJECT: FOLLOW-UP ACTIVITIES ON FINDINGS OF SECOND ASIAN

AGRICULTURAL SURVEY

SUMMARY: AS FOLLOW-UP TO SECOND ASIAN AGRICULTURAL SURVEY

FINALIZED LAST MARCH, ADB MANAGEMENT PROPOSES TO ALLOCATE

\$91,000 OF REMAINING \$129,070 AVAILABLE FUNDS PREVIOUSLY

APPROVED BY BOARD OF DIRECTORS FOR THE SURVEY TO FINANCE

(A) FINAL PRINTING OF REPORT BY A MAJOR PUBLISHER FOR WIDE

DISTRIBUTION AS A PRICED PUBLICATION, (B) HOLDING OF TWO

SUB-REGIONAL SEMINARS, ONE IN SOUTHEAST ASIA AND ONE IN

SOUTH ASIA, TO ANALYZE AND DISCUSS COUNTRY SPECIFIC IMPLI-

CATIONS OF SURVEY WITH POLICY-MAKERS AND KEY RESEARCH PERSONS,

(C) PRESS SEMINAR IN TOKYO, WHERE MOST MAJOR NEWSPAPERS

AND PERIODICALS OF MEMBER COUNTRIES HAVE NEWS BUREAUS, AND

(D) TELEVISION AND RADIO BROADCASTS FOR DISSEMINATION

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WITHIN BANK'S MEMBER COUNTRIES. USADB PLANS TO SUPPORT

ALTHOUGH WE WILL PRESS FOR A VERY CAUTIOUS EXPENDITURE

OF FUNDS IN SUPPORT OF THE PRESS SERVICES, PARTICULARLY

FOR TRAVEL EXPENDITURES OF NEWSMEN FROM SOME OF THE

DEVELOPING MEMBER COUNTRIES. END SUMMARY.

1. IN FEBRUARY 1976, ADB BOARD OF DIRECTORS APPROVED

RECOMMENDATION THAT BANK, WITH HELP OF A TASK FORCE TO BE RECRUITED, UPDATE AND COMPLEMENT ASIAN AGRICULTURAL SURVEY UNDERTAKEN IN 1967/68 WITH REGARD TO ECONOMIC, SOCIAL AND INSTITUTIONAL ASPECTS OF AGRICULTURAL AND RURAL DEVELOPMENT. REPORT WAS FINALIZED IN MARCH 1977. ONE THOUSAND COPIES WERE PRINTED AND DISTRIBUTED TO GOVERNORS AND OBSERVERS DURING TENTH ANNUAL MEETING LAST APRIL AND TO VARIOUS INTERESTED PERSONS. ADDITIONAL COPIES WERE MADE AVAILABLE TO MEMBER GOVERNMENTS, INTERNATIONAL ORGANIZATIONS AND SELECTED MEMBERS OF PRESS.

2. IN VIEW OF IMPORTANCE OF SURVEY'S CONCLUSIONS REGARDING KIND OF DEVELOPMENT PROGRAMMING NEEDED IN REGIONAL DURING NEXT DECADE, BANK MANAGEMENT BELIEVES IT DESIRABLE TO DISSEMINATE MORE SIGNIFICANT FINDINGS AND IMPLICATIONS TO WIDEST POSSIBLE AUDIENCE, BOTH WITHIN BANK'S DONOR COUNTRIES AND DMCS. MOREOVER, FINDINGS NEED TO BE TRANSLATED TO COUNTRY LEVEL IN ORDER TO GENERATE INTEREST AND DISCUSSION ON CERTAIN KEY IMPLICATIONS OF SURVEY AMONG DMC POLICY MAKERS IN FIELDS OF AGRICULTURE, MANPOWER, PLANNING AND FINANCE. TO THESE ENDS, BANK PROPOSES SEVERAL FOLLOW-UP ACTIVITIES:

A. PUBLICATION -- ON BASIS CONTACTS WITH FIVE PUBLISHERS IN UNITED STATES, EUROPE, AND JAPAN, IT IS PROPOSED TO ENTRUST PUBLICATION TO PRAEGER
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PUBLISHERS OF NEW YORK WHICH, IN DEVELOPMENT FIELD, HAS PUBLISHED NUMEROUS BOOKS, MONOGRAPHS AND REPORTS, INCLUDING PEARSON COMMISSION REPORT. IT IS EXPECTED THAT PRAEGER WILL BE ABLE TO RELEASE FINAL PUBLICATION IN OCTOBER/NOVEMBER 1977. PRAEGER EXPECTS TO SELL HARD-BACK EDITION BETWEEN \$17.95 AND \$20.00. PUBLISHER HAS ALSO AGREED TO SUPPLY 2,000 PAPERBACK COPIES TO BANK AT SPECIAL PRICE OF \$4 TO \$5 PER COPY, OF WHICH 1,000 COPIES ARE PROPOSED TO BE ACQUIRED BY BANK FOR OFFICIAL USE AND DISTRIBUTION. REMAINING 1,000 PAPERBACK COPIES ARE TO BE RELEASED FOR SALE, OUTSIDE UNITED STATES AT ABOUT \$7 PER COPY (SUBJECT TO FINAL NEGOTIATION), THROUGH AN ASIAN PUBLISHER (DISTRIBUTOR) CHOSE BY BANK. NET OUTLAY OF BANK WILL BE CONFINED TO 1,000 COPIES IT ACQUIRES FOR OFFICIAL USE. CONTRACTS WITH PRAEGER AND REGIONAL DISTRIBUTOR ARE HOPED TO BE SIGNED DURING SEPTEMBER 1977.

B. SUB-REGIONAL SEMINARS -- TWO SEMINARS EACH OF

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ACTION TRSE-00

INFO OCT-01 EA-07 ISO-00 NEA-10 IO-13 AID-05 CIAE-00

COME-00 EB-08 FRB-03 INR-07 NSAE-00 USIA-06

XMB-02 OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05

SS-15 STR-04 CEA-01 L-03 H-01 PA-01 PRS-01

AGRE-00 /104 W

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FOUR/FIVE DAYS DURATION, ARE PROPOSED: ONE FOR SOUTH-EAST ASIA (INDONESIA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, REP OF CHINA, KOREA, CAMBODIA, LAOS AND VIETNAM) TO BE HELD IN MANIL, OTHER FOR SOUTH ASIA (AFGHANISTAN, BANGLADESH, BURMA, INDIA, NEPAL, PAKISTAN AND SRI LANKA) AT SUITABLE VENUE STILLEZO BE SELECTED. AT EACH SEMINAR, CONCERNED DMCS WOULD NOMINATE TWO OR THREE SENIOR POLICY OFFICIALS TO ATTEND AND PARTICIPATE, WITH BANK BEARING COST OF TRAVEL AND PER DIEM. IN ADDITION, TWO OR THREE PARTICIPANTS FROM CONSULTATIVE COMMITTEE OF EXPERTS, WHICH PREPARED TERMS OF REFERENCE FOR STUDY AND REVIEWED PROGRESS OF WORK, AND TASK FORCE WILL BE INVITED (AT SIMILAR COST TO BANK), PLUS TWO OR THREE LEADING ACADEMICIANS WITH AGRICULTURAL DEVELOPMENT EXPERIENCE. REPRESENTATIVES (AT OWN EXPENSE), WOULD ALSO BE INVITED FROM INTERESTED DEVELOPED COUNTRY GOVERNMENTAL ORGANIZATIONS PLUS CONCERNED INTERNATIONAL LIMITED OFFICIAL USE

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AND SPECIALIST ORGANIZATIONS. THREE TO FIVE BANK STAFF WOULD COMPLETE GROUP. WHILE SURVEY DID NOT FOCUS ON SPECIFIC NEEDS OF SOUTH PACIFIC COUNTRIES, THEY WOULD

BE WELCOME TO SEND PARTICIPANTS (ALSO AT BANK EXPENSE). IT IS PROPOSED THAT FIRST SEMINAR BE HELD AT BANK'S HEADQUARTERS DURING SECOND WEEK IN JANUARY 1978, WITH SECOND SEMINAR TO BE HELD IN FOURTH WEEK OF JANUARY.

C. PRESS SEMINAR -- PROPOSAL CALLS FOR TWO-DAY PRESS SEMINAR IN OCTOBER THIS IN TOKYO WHERE MOST MAJOR NEWSPAPERS/PERIODICALS OF MEMBER COUNTRIES HAVE NEWS BUREAUS, TO ENSURE PARTICIPATION OF LARGE NUMBER OF CORRESPONDENTS REPRESENTING PRESS FROM AMERICA, EUROPE AND AUSTRALIA AT NO COST TO BANK. IT IS PROPOSED TO INVITE SOME 30:35 CORRESPONDENTS FROM NEWS BUREAUS BASED IN TOKYO AND FROM JAPANESE PRESS, PLUS 12 CORRESPONDENTS FROM DMCS. DEPENDING ON AVAILABILITY, BANK PROPOSES TO INVITE DR. KAZUSHI OHKAWA, CO-CHAIRMAN OF CONSULTATIVE COMMITTEE, AND DR. V.S. LEADER OF TASK FORCE, TO LEAD AND PARTICIPATE IN DISCUSSIONS. JAPAN'S LEADING ECONOMIC DAILY NEWSPAPER NIHON KEIZAI SHIMBUN HAS INFORMALLY EXPRESSED INTEREST IN CO-SPONSORING SEMINAR AND PUBLISHING SPECIAL SUPPLEMENT ON SURVEY OR RELATED THEME, SUBJECT TO ADEQUATE SUPPORT FROM ADVERTISERS. JOURNAL HAS ALSO OFFERED TO PROVIDE CONFERENCE FACILITIES, FREE OF COST, AND TO DEFRAY PART OF COST OF ARRANGEMENTS IF ADVERTISER SUPPORT IS ADEQUATE.

B. TELEVISION PROGRAM AND RADIO BROADCASTS -- BANK'S INFORMATION OFFICE IS EXPLORING PROSPECTS OF ARRANGING 45-MINUTE TELEVISION PROGRAM ON REGIONAL AGRICULTURAL DEVELOPMENT THROUGH GOOD OFFICES OF NATIONAL MEDIA PRODUCTION CENTER OF PHILIPPINES. IF SUCCESSFUL, PROGRAM WOULD BE VIDEO-TAPED, WITH ONE OR TWO COPIES BEING MADE AVAILABLE FOR USE BY TELEVISION NETWORKS LIMITED OFFICIAL USE

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WITHIN DMCS. BANK ALSO PROPOSES TO PRODUCE TAPES ON SURVEY FOR BROADCAST BY RADIO IN MEMBER COUNTRIES.

3. TOTAL COSTS FOR PROPOSED FOLLOW-UP ACTIVITIES WOULD BE \$91,000, CONSISTING OF \$5,000 FOR PURCHASE OF 1,000 PAPERBACK COPIES OF SURVEY REPORT, \$66,000 FOR TWO SUB-REGIONAL SDONARS AND \$20,000 FOR TOKYO PRESS SEMINAR (ASSUMING BANK HAS TO MEET FULL COSTS OF SEMINAR). BOARD OF DIRECTORS HAD PREVIOUSLY APPROVED \$460,000 FOR SECOND ASIAN AGRICULTURAL SURVEY, OF WHICH TOTAL AMOUNT EXPENDED AS OF JUNE 30, 1977 WAS \$330,930 LEAVING BALANCE AVAILABLE FOR FOLLOW-UP ACTIVITIES OF \$129,070. IT IS PROPOSED TO MEET FOLLOW-UP COSTS FROM UNSPENT BALANCE. ALTHOUGH THESE FOLLOW-UP ACTIVITIES WERE NOT INCLUDED IN ORIGINAL PROPOSALS SANCTIONED BY BOARD, AND ALTHOUGH WE ARE SOMEWHAT SKEPTICAL AS TO THE NEED TO INVITE JOURNALISTS FROM DEVELOPING MEMBER COUNTRIES TO THE TOKYO PRESS SEMINAR, USADB BELIEVES ON THE WHOLE

THAT THEY ARE A WELL JUSTIFIED AND CONSTRUCTIVE ADJUNCT
TO THE SURVEY.

4. ADB DOC. R78-77 ON ABOVE SUBJECT WAS POUCHED
ADDRESSEES AGUSUT 8 AND WILL BE CONSIDRED BY BOARD ON
AUGUST 23. USADB PLANS TO SUPPORT PROPOSAL.
EDMOND

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Message Attributes

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TAGS: EAID, EFIN, RP, ADB
To: STATE
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